

A Kiwi Commons

Strategic Directions
for Creative Commons
Aotearoa New Zealand
2017—2020



Ngā Commons mō Aotearoa

Ngā ahunga rautaki mā
Creative Commons
Aotearoa New Zealand
2017—2020



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Executive Summary

The Commons is growing and Creative Commons Aotearoa New Zealand (CCANZ) is ready to grow with it. With ten years of success behind us, we've proven that we can help promote sharing and openness while expanding our movement and our reach. This plan lays out the next steps — what we need to do to get to where we want to be.

Who We Are

Vision and mission statements, along with Guiding Principles, tell the world who we are and what we do. This plan puts them down in writing so that we can better communicate with our community, both here at home and abroad.

Thinking Strategically

If we want to achieve our mission, we need to think systematically and act strategically. This plan lays out our strategies — education, advocacy, engagement and sustainability — alongside specific and achievable goals in line with our current funding agreements, but ambitious enough to attract new funders.

Organisational Maturity

All organisations grow and develop over time. CCANZ is ready to realise the benefits of maturity and preserve our strategic independence through incorporation. It's a sound financial decision that will allow us to focus on capacity building and pursuing a stable long-term funding model.

Not Too Small for an Org Chart

Every organisation needs to formalise and define roles as it matures. The organisational structure proposed in this plan keeps us light and scalable, with clearly defined relationships and roles.

Learning Driven Assessment

Without assessment we can't improve our programmes. This plan calls on us to use a well established and effective programme of assessment developed for non-profits by McKinsey and Company. By selecting a respected, free, off-the-shelf assessment programme we can get back to focusing on our programmes confident that we are using an assessment system respected by funders — one that will give us the information we need to get better with each workshop and each educational resource we develop.

Whakarāpopotonga Whāiti

E whanake ana ngā Commons, ā, e haere tahi ana te whanaketanga o Creative Commons Aotearoa New Zealand (CCANZ). Nā ēnei tau tekau angitu kua hipa, i hāpono mātou e āhei ana te whakatairanga i te tiritiri me te tuwheratanga i a mātou e whakanui ana i tā mātou kaupapa me tō mātou awenga atu. Ka whakatakoto te mahere nei i ngā mahi hei whāinga — he aha ngā mahi me mahi, me pēhea te whakatutuki i tā mātou e hiahia ai.

Ko Wai Mātou

E whāki ana te wawata me ngā koromakinga, me ngā Mātāpono Ārahi, ko wai mātou, he aha hoki ā mātou mahi. Kua tuhia ēnei i tēnei mahere kia pai ake ai tā mātou whakawhitiwhiti kōrero ki tō mātou hapori, i Aotearoa nei, i tāwāhi anō hoki.

Te Whakaaro Rautaki

E taea ai tō mātou koromakinga, me pūnahanaha ō mātou whakaaro, me rautaki ā mātou mahi. Ka whakatakoto te mahere nei i ā mātou rautaki — te mātauranga, te taunakitanga, te whai wāhi me te taupua — i te taha o ngā whāinga tauwhāiti ka taea te whakatutuki e hāngai ana ki ō mātou whakaaetanga pūtea o te wā, engari e nui ana te hao nui o ēnei ki te whakapoapoa i ngā kaituku pūtea hou.

Te Pakaritanga Hei Whakahaere

Ka pakari haere ngā whakahaere me te whanake i roto i te wā. Kua takatū a CCANZ ki te whakatutuki i ngā painga o te pakaritanga me te tohu i tō mātou rangatiratanga ā-rautaki mā te whakakapareihanatanga. He whakataunga ā-pūtea tōtika e taea ai e mātou te arotahi ki te whakapakari kaha me te whai i te tauira tahua wā roa, rōnaki hoki.

Ehara Mātou i te Iti Rawa mō tētahi Tūtohi Whakahaere

Me āta whakatakoto me te tautuhi ia whakahaere i ngā tūnga ina pakari haere. Mā tēnei hanganga whakahaere e marohitia ana e tēnei mahere e whakarite kia noho āhua iti, tauineine hoki, me ngā hononga me ngā tūrangā kua āta tautuhia.

Te Aromatawai e Ahu Mai ana i ngā Akoranga

Ki te kore he aromatawai, kāore e taea ā mātou hōtaka te whakapai ake. Ko tā tēnei mahere he whakarite i a mātou ki te whakamahi i tētahi hōtaka aromatawai tūroa, tōtika hoki mā ngā whakahaere kore arumoni i whakawhanakehia e McKinsey and Company. Mā te kōwhiri i tētahi hōtaka aromatawai e whakamihatia ana, he koreutu, ka whakamahia me te kore whakakē, ka taea te aro anō ki ō mātou kaupapa, me te mōhio e whakamahi ana i te pūnaha aromatawai e whakamihatia ana te hunga kaituku tahua — he pūnaha ka whakarato i ngā mōhiohio e hiahia ana mātou kia pai ake ai ā mātou mahi mā ia awheawhe, mā ia rauemi mātauranga e whakawhanake mātou.



Introduction

Creative Commons Aotearoa New Zealand (CCANZ) is celebrating ten years of sharing and open licensing in Aotearoa New Zealand.

It's been an amazing ten years. We've brought the licences to Aotearoa New Zealand, published a book, built a community, and led the way towards opening government information.

Our record is extraordinary.

This plan is about starting the next ten years — about educating Kiwis, advocating for openness and sharing, engaging with our community, and sustaining ourselves long into the future. This plan is about building a Kiwi Commons for Aotearoa New Zealand and the world.



Kupu Whakataki

E whakanui ana a Creative Commons Aotearoa New Zealand (CCANZ) i tōna tekautautanga o te tiritiri me ngā raihanatanga tuwhera i Aotearoa.

He whakamīharo aua tau tekau kua pahure. Nā mātou ngā raihana i kawē mai ki Aotearoa, kua whakaputaina he pukapuka, kua waihanga i tētahi hapori, kua para i te huarahi hoki ki te whakatuwhera i ngā mōhiohio a te kāwanatanga.

He whakamīharo ngā mahi i mahia nei e mātou.

E aro ana tēnei mahere ki te tīmata i ngā tau tekau e tū mai nei — mō te whakaako i ngā tāngata o Aotearoa, mō te taunaki i te tuwheratanga me te tiritiri, te whai wāhi kī tō mātou hapori, me te taupua i a mātou anō ki tua. Mō te hanga i ngā Commons mō Aotearoa me te ao tēnei mahere.

Building on Our Strength

As an organisation and a movement, we are on the cusp of maturity. With a decade of successes behind us we stand now as a hosted non-profit with a full-time Public Lead and a part-time Communications Lead.

Our efforts at fundraising have been successful and we currently have two major funding partners, the Ministry of Business, Innovation and Employment Hīkina Whakatutuki (MBIE) and InternetNZ. We are coming from a position of strength as an organisation and we are well placed to nurture and grow a powerful movement for openness and sharing.

Defining Ourselves

Telling the world who we are and what we do has always been part of our work. By adopting and adapting the vision and mission statements of the larger Creative Commons network, we can help to amplify the story of our global network and movement while clearly communicating who we are to our local community.

Vision

Realise the full potential of the internet — universal access to research and education, full participation in culture — to build a stronger Aotearoa New Zealand.

Mission

To ensure that Kiwis and our values and culture are part of the global Commons of creativity and knowledge. To grow a national movement that advocates, promotes, and enables openness and sharing in Aotearoa New Zealand and around the world.

Guiding Principles

Our Guiding Principles tell the world and our community how we will collaborate and how we will work together to build an inclusive and welcoming movement — one built on mutual respect and care.

Te Whakapakari Tonu i a Mātou Anō

Hei whakahaere, hei kaupapa, he āhua mārō tō mātou pakari. Whai mai ana i ngā tau tekau o te angitu, e tū ana mātou ināianei hei whakahaere kore arumoni e taurimatia ana me tētahi Kaiārahi Tūmatanui wā kiki, me tētahi Kaiārahi Whakawhitiwhiti mahi harangotengote.

Kua angitu ā mātou mahi kimi pūtea, ā, e rua ō mātou hoa tuku tahua matua, a Hīkina Whakatutuki me InternetNZ. E pakari haere tonu ana mātou hei whakahaere, ā, ka taea te poipoi me te whakatipu i te kaupapa kaha o te tuwheratanga me te tiritiri.

Ko Wai Mātou

He wāhanga o ā mātou mahi i ngā wā katoa te whakamōhio atu ki te ao ko wai mātou. Mā te whai me te urutau i te wawata me ngā koromakinga o te kōtuitui whānui ake o Creative Commons e āwhina mātou ki te horahora i te kōrero mō tō mātou kōtuitui ā-ao me tō mātou kaupapa i a mātou e āta whakakakau ana i tō mātou tūnga i te hāpori.

Wawata

Te whakatutuki i te kaha o te ipurangi — te urunga a te katoa ki ngā rangahau me te mātauranga, te tino whai wāhi ki te ahurea — me te waihanga i te whenua pakari ake.

Te Koromakinga

Te whakarite kia noho ngā tāngata o Aotearoa, ō tātou uara, ahurea hoki hei wāhanga o te Commons ā-ao mō te wairua auaha me te mātauranga. Te whakatipu i te kaupapa ā-motu ka taunaki, whakatairanga me te whakaahei i te tuwheratanga me te tiritiri i Aotearoa me te ao whānui.

Ngā Mātāpono Ārahi

Ka whāki atu ō mātou Mātāpono Ārahi ki te ao me tō mātou hāpori ka pēhea mātou e mahi tahi ai ki te waihanga i te kaupapa urutomo me te manaaki — he mea hanga i runga i te whakaute me te manaaki a tētahi i tētahi.

We value:

Openness

We value and recognise the right to share, modify and improve our shared culture and knowledge as a key element of our work together. We support the Creative Commons tools and the public domain. The core goal of Creative Commons Aotearoa New Zealand is to advocate for laws and policies, as well as norms and practices, that promote and support openness and sharing as key societal values.

The Digital Commons

We believe in the power of the digital Commons to create and nurture common pools of resources that are shared by all.

We understand the digital Commons broadly — nearly every shared work will soon exist in a digital form, and we rely on the collaborative power of the internet to expand our reach and impact. We provide the legal infrastructure to enable sharing and collaboration, and we advocate to reform copyright legislation in Aotearoa New Zealand to better reflect the needs of the digital Commons. More broadly, we also work to support viable and sustainable collaborative sharing in a digital society, and defend the digital Commons from enclosure.

We are committed to stewarding and developing a healthy digital Commons. We support the sharing of knowledge and culture by individuals and organisations, and believe in collaboration and growth based upon it.

We believe that a strong digital Commons requires universal access to basic digital infrastructure and the necessary competencies and skills to use it.

Diversity

We believe in fostering a diverse movement within Aotearoa New Zealand and around the world.

We value our diversity, actively promote equality, and oppose discrimination. We are especially aware of the differences that exist among members of our network in relation to gender, culture and language, and disparities of access to technology. We are committed to adapting our practices and our tools to make them available and accessible to all Kiwis.

Transparency and Accountability

We believe in transparency and accountability to each other, to our communities and partners, to our supporters, and to the public. Transparency requires honest and systematic sharing of information on the work we develop, the processes we use to develop it, and those who contributed to it, both within the network and to the public.

E Uara Ana Mātou i:

Te Tuwheratanga

E uara ana mātou me te āhukahuka i te motika ki te tiritiri. whakakē me te whakapai ake i tō mātou ahurea tiritiri hei wāhi matua o ā mātou mahinga tahi. E tautoko ana i ngā utauta a Creative Commons me te rohe tūmatanui. Ko te tino whāinga matua o Creative Commons Aotearoa ko te taunaki mō ngā ture me ngā kaupapahere, ngā tikanga me ngā ritenga anō hoki, ka whakatairanga me te tautoko i te tuwheratanga me te tiritiri hei uara pāpori matua.

Ngā Commons Matihiko

E whakapono ana mātou ki te kaha o ngā Commons matihiko ki te waihanga me te poipoi i ngā puna rauemi pūnoa ka tiritiria e te katoa.

He whānui tō mātou māramatanga ki ngā Commons matihiko — ā kō ake nei ka puta tata te katoa o ngā mahi tiritiri i te āhua matihiko, me tō matou whakawhirinaki ki te kaha whiriwhiringa tahi o te ipurangi ki te whakawhānui i tō matou awenga, pāpātanga hoki. E whakarato ana mātou i te hanganga ā-ture ki te whakahohe i te tiritiri me te mahi tahi, me te taunaki ki te whakatika i ngā ture manatārua i Aotearoa kia pai ake ai te whakaata i ngā hiahia o ngā Commons matihiko. I tua atu, e mahi ana hoki mātou ki te tautoko i te tiritiri whaitake, ukauka, whiriwhiri tahi hoki i roto i te pāpori matihiko, me te whakangungu i ngā Commons matihiko kei murukatia.

E ū ana mātou ki te tiaki me te whakawhanake i ngā Commons matihiko hauora. E tautoko ana i te tiritiri mātauranga me te ahurea e ngā tāngata me ngā whakahaere, me tō mātou whakapono ki te whiriwhiri tahi me te whanaketanga e ahu mai ai i ēnei.

E whakapono ana mātou e hiahia ana e ngā Commons matihiko kaha te urunga a te katoa ki ngā hanganga matihiko waiwai me ngā kaiakatanga, pūkenga hoki hei whakamahi.

Te Rerenga Kētanga

E whakapono ana mātou ki te whakatairanga i te kaupapa rerenga kētanga i Aotearoa, puta noa hoki i te ao.

E uara ana i tō mātou kanorau, e kaha ana ki te whakatairanga i te mana taurite, me te ātete i te whakatoihara. Ina koa e mōhio ana mātou ki ngā rerekētanga i waenga i ngā mema o tō mātou kōtuitui e pā ana ki te ira tangata, te ahurea me te reo, me ngā kore ōritenga mō te whai wāhi ki te hangarau. E herea ana mātou ki te urutau i ā mātou ritenga me ā mātou utauta kia wātea ai, kia urua ai e ngā tāngata katoa o Aotearoa.

Te Tuwheratanga me te Takohanga

E whakapono ana mātou ki te tuwheratanga me te takohanga tētahi ki tētahi, ki ō mātou hapori me ngā hoa, ki ō mātou kaitautoko, ki te iwi whānui anō hoki. Ko tā te tuwheratanga whakarite, kia pono me te pūnahanaha ā mātou mahi tiritiri

i ngā mōhiohio mō ngā mahi e whakawhanake ana mātou, ngā tukanga e whakamahia ana ki te whakawhanake, me ērā i whai wāhi ai, i roto i te kōtuituinga me te iwi whānui.

I a mātou e whakapakari ana i ēnei uara, kua whakahuahua i ēnei Mātāpono Ārahi mō ā matou mahi, whiriwhiringa tahi anō hoki.

Building on these values, we have outlined the following Guiding Principles for our work and collaboration:

We collaborate

As activists, supporters of and contributors to Creative Commons Aotearoa New Zealand, we work together to reach our goals in a special partnership with Creative Commons HQ and with the Creative Commons Global Network. We share a common vision and we collaborate with each other across our country, the network, and with other organisations that share our values.

We work openly

Openness provides an important framework towards a more transparent community and society, one that can improve decision-making processes, be accountable to all, and be better prepared to deal with diversity. We work in the open wherever possible and practical, with clear processes for participation, decision-making, and collaboration. We share strategies, content, and code openly to encourage contribution and engagement. We strive to use open formats, open-source software and open tools.

We use free and open licensing and support the public domain

We use free and open licensing for all the content we create as an organisation. We support and maintain the Creative Commons licences and tools. We value a strong public domain as essential for the digital Commons to grow and thrive.

We respect each other

We are a community that embraces disagreement and discussion and we strive to always make decisions by consensus. We respect each other and our differences, so it is essential to our work to listen to each other's views and ideas. As a community, we recognise and respect cultural, linguistic, ethnic, and religious differences among members. We respect Te Tiriti O Waitangi and support efforts to more fully implement and embed its promises in our work. We accept and welcome Aotearoa New Zealand as a fully multicultural nation and seek to express that multiculturalism in all we do. We further commit to ensuring that the licences and other legal infrastructure we build and support are available in Te Reo Māori.

We do not tolerate harassment or discrimination in our communities, or as part of our work. We actively embrace opportunities for collaboration and work to ensure translation of our work for effective collaboration.

We participate and contribute

We actively seek inclusivity and to broaden opportunities for participation. We believe the success of our work depends on inviting new people who share our values to join the movement and participate meaningfully in our work. We are an engaged community. We participate in those areas that are of interest to us and we contribute to the processes and activities that serve to strengthen and sustain a healthy network.

Ka mahi tahi mātou

Hei kaiwhakaara take, hei kaitautoko, hei kaitakoha ki a Creative Commons Aotearoa, e mahi tahi ana mātou kia ekea ā mātou whāinga i runga anō i te pātuitanga motuhake ki te tari matua o Creative Commons, me te Kōtuitui ā-Ao o Creative Commons. E tiritiri ana mātou i te wawata pūnoa, me te mahi tahi puta noa i tō mātou whenua, te kōtuitui, me ētahi atu whakahaere ka tiritiri i ō mātou uara.

He tuwhera ā mātou mahi

Ka whakarato te tuwheratanga i te anga hira mō te whakaputa i te hāpori me te pāpori tuwhera, tērā ka whakapai ake i ngā tukanga whakatau, ka takohanga atu ki te katoa, ā, ka pai ake tōna rite ki te whakahaere i te rerenga kētanga. E tuwhera ana ā mātou mahi ina taea, ina whaitake, me te whai i ngā tukanga mārama mō te whai wāhi, te whakatau me te mahi tahi. E tiritiri ana mātou i ngā rautaki, ngā ihirangi me te waehe i runga i te ngākau tuwhera ki te whakatenatena i te whai wāhitanga. E ngana ana mātou ki te whakamahi i ngā hōputu tuwhera, ngā papatono pūtake tuwhera me ngā utauta tuwhera.

Ka whakamahi i ngā raihana koreutu me te tuwhera, ka tautoko i te rohe tūmatanui

E whakamahi ana mātou i ngā raihana koreutu me te tuwhera mō ngā ihirangi katoa e hangaia ana e tō mātou whakahaere. E tautoko ana me te tautiaki i ngā raihana me ngā utauta Creative Commons. E uara ana mātou i te rohe tūmatanui kaha hei mea waiwai mō te tipu me te puāwaitanga o ngā Commons matihiko.

Kei te whakaute tētahi i tētahi

He hāpori mātou e pai ai te tautohe me te kōrerorero, me tō mātou whakapau kaha ki te whakatau e ai ki te whakaaro whānui. Kei te whakaute tētahi i tētahi me ō mātou rerekētanga, nō reira he waiwai ki a mātou ki te whakarongo ki ngā whakaaro me ngā ariā o ētahi atu. Hei hāpori, e āhukahuka ana, e whakaute ana mātou i ngā rerekētanga ahurea, ā-reo, mātāwaka, whakapono hoki o ngā mema. E whakaute ana i te Tiriti o Waitangi me te tautoko i ngā mahi ki te āta whakatinana me te tāmāu i ōna kī taurangi ki roto i ā mātou mahi. E whakaae ana, e mihi ana hoki i a Aotearoa hei whenua ahurea maha, me te whai ki te whapuaki i taua ahurea maha i ā mātou mahi katoa. E ū ana anō mātou ki te whakarite kia wātea i te reo Māori ngā raihana me ērā atu hanganga ā-ture e hangaia ana e mātou, e tautokona ana hoki.

Kāore mātou e rata ki te whakatīwheta, te whakatoihara rānei i ō mātou hāpori, hei wāhanga rānei o ā mātou mahi. E kaha whai ana mātou i ngā whai wāhitanga mahi tahi, me te whakarite kia whakamāoritia ā mātou mahi kia tōtika ai te mahi tahi.

Ka whai wāhi mātou me te takoha atu

Ha kaha tā mātou whai i te urutomotanga me te whakanui i ngā huarahi wātea mō te whai wāhi mai. E whakapono ana mātou ko te angitu o ā mātou mahi kei te whakawhirinaki atu ki te tono i ngā tāngata hōu e tiritiri ana i ō mātou uara ki te hono mai ki te kaupapa me te āta whai wāhi ki ā mātou mahi. He hāpori kaha whai wāhi mātou. E whai wāhi ana ki ērā wāhi e kaingākau ana mātou, me te whai wāhi ki ngā tukanga me ngā mahi e whakapakari ana me te tautiaki i te kōtuitui hauora.

Setting Our Strategic Priorities

Our Roadmap has historically served us well. As a small project, one hosted by larger organisations, our planning needs were highly practical. At the same time, under the previous licences, much of our strategic direction was obvious: port and translate the licences. In 2011, work began on an international licence that requires only translation and a basic legal review.

This work has been completed and there is no longer any need to “port” licences. The completion of the international licence and its translation into Te Reo Māori leave us with a strong legal legacy and the freedom to redefine our work. As a result of our success, both within Aotearoa New Zealand and globally, we now have a range of potential new directions open to us.

Our new model defines four strategies: educate, advocate, engage, and sustain. The first three strategies define our programmatic focus — what we will do to realise our vision and achieve our mission. The final strategy is about how we do it and ensuring that we can continue to do it into the future.

Educate

Provide tools, information, and workshops to creators and users.

Advocate

Advocate for copyright reform and the adoption of NZGOAL.

Engage

Grow the Commons and expand our movement.

Sustain

Preserve our strategic independence.
Develop a stable funding model and build our capacity.
Contribute to the CC Global Network and to the global movement.

Te Whakarite i Ā Mātou Mahi Rautaki Matua

Mai rā anō ki nāianei e whaihua ana te ara i whāia. Hei kaupapa iti, hei mea e taurimatia ana e ngā whakahaere rahi ake, e tino whaitake ana ō mātou hiahia whakamahere. I taua wā anō, i raro i ngā raihana o mua, he mea āta kite te nuinga o tō mātou ahunga rautaki: te kawē me te whakamāori i ngā raihana. I te atu 2011 ka tīmata he mahi mō te raihana ā-ao ka whakarite i te whakamāoritanga me te arotake ā-ture taketake anake.

Kua oti taua mahi, kua kore he mahi "kawē" raihana. Mā te otinga o te raihana ā-ao me te whakamāori ki te reo Māori e homai ki a mātou he tuku ihotanga ā-ture kaha, me te wātea ki te tautuhi anō i ā mātou mahi. Hei mutunga iho o tō mātou angitu, i Aotearoa nei, i tāwāhi anō hoki, kei a mātou ināianei te whānuitanga o ngā ahunga e wātea ana hei whai mā mātou.

E whā nga rautaki o tō mātou tauira hou: tohutohu, taunaki, whai wāhi, me te taupua. E tautuhi ana ngā rautaki tuatahi e toru i te arotahi o tā mātou kaupapa — ka aha mātou ki te whakatutuki i tō mātou wawata, ka pēhea hoki te whakatutuki i tō mātou koromakinga. E pā ana te rautaki whakamutunga mō ngā āhua e taea ai ērā mahi kia haere tonu ai ā muri atu.

Tohutohu

Te whakarato utauta, mōhiohio, awheawhe hoki ki ngā hunga waihanga, whakamahi hoki.

Taunaki

Te taunaki i te whakahou i ngā tikanga manatārua me te whakamana i te NZGOAL.

Whai wāhi

Te whakatipu i ngā Commons me te whakawhānui i tō mātou kaupapa.

Taupua

Kia mau ki tō mātou rangatiratanga rautaki

Te whakawhanake i te tauira tahua rōnaki me te whakapakari kaha

Whai wāhi ki te Kōtuitui ā-Ao CC me te Kaupapa ā-Ao

Educate

Provide tools, information, and workshops for creators and users.

CC in Schools

Develop curricular and professional development materials and workshops to support teaching CC in schools.

Work with CC HQ to develop and deliver CC certification for school staff.

New Zealand Government Open Access and Licensing (NZGOAL)

Develop resources to support NZGOAL and CC licensing education to public sector workers.

Deliver workshops on NZGOAL and CC licensing to public sector workers.

Open Data

Develop a strategy to engage and educate the business community on the benefits of openly licensed material, particularly government data.

Tohutohu

Te whakarato utauta, mōhiohio, awheawhe hoki ki ngā hunga waihanga, whakamahi hoki.

Ngā CC i roto i ngā kura

Te whakawhanake rauemi marautanga, whakawhanaketanga ngaio me ngā awheawhe ki te tautoko i te whakaako CC i roto i ngā kura.

te mahi tahi me te tari matua CC ki te whakawhiwhi i te whakamanatanga CC mō ngā kaiako kura.

New Zealand Government Open Access and Licensing (NZGOAL)

Te whakawhanake rauemi ki te tautoko i te NZGOAL me te mātauranga raihana CC ki ngā kaimahi o te rāngai tūmatanui.

Te whakahaere awheawhe e pā ana ki te NZGOAL me te raihanatanga CC ki ngā kaimahi o te rāngai tūmatanui.

Ngā Raraunga Tuwhera

Te whakawhanake i te rautaki ki te whai wāhi me te tohutohu i te hapori pakihi ki ngā painga o ngā rauemi e tuwhera ai ngā raihana, ina koa ngā raraunga kāwanatanga.

Educate

Provide tools, information, and workshops for creators and users.

Rationale

Many creators and users want to increase the openness and shareability of the resources they create, but they aren't sure where to start or how to do it. By providing them with assistance we can help them take the next steps toward implementation.

Assumptions

There are a significant number of creators and users who want to share.

They are willing to devote resources to make that happen.

Resources

Staff time.

External partners to assist in resource development.

Travel funds.

Printing for physical handouts.

Web hosting.

Activities

Develop and market basic informational guides and implementation planning tools, develop curricular materials for teachers and students, conduct workshops, provide one-on-one assistance when needed.

Outputs

Develop web-based information guides for each targeted sector — schools, business, and public sector workers.

Conduct four to six sector-targeted workshops per month across Aotearoa New Zealand.

Meet the demand for one-on-one support.

Outcomes

NZGOAL is widely implemented.

Schools develop open licensing policies and allow teachers to share material with each other.

Businesses across New Zealand make use of open data to innovate.

Business open their own data for sharing, leading to increased innovation.

Tohutohu

Te whakarato utauta, mōhiohio, awheawhe hoki ki ngā hunga waihanga, whakamahi hoki.

Te Pūtake

E hiahia ana te tokomaha o ngā kaihanganga me ngā kaiwhakamahi ki te whakapiki i te tuwheratanga me te kaha tiritiri o ngā rauemi e hanga ana rātou, engari kāore e tino mōhio ana me tīmata ki hea, me pēhea te mahi rānei. Mā te whakarato āwhina ki a rātou ka āwhina i a rātou ki te whai i te ara whakatinana.

Ngā Taruna

He nui ngā kaihanganga me ngā kaiwhakamahi e hiahia ana ki te tiritiri.

E pai ana ki a rātou te tuku rauemi e puta ai tērā.

Ngā Rawa

Te wā o ngā kaimahi.

Ngā hoa o waho hei āwhina i ngā mahi whakawhanake rauemi.

Ngā tahua tāpoi.

Te tā pepa tohatoha.

Te taurima paetukutuku.

Ngā Ngohe

Te whakawhanake me te hokohoko i ngā aratohu ā-ao me ngā utauta whakamahere, te whakawhanake rauemi marautanga mā ngā kaiako me ngā ākonga, te whakahaere awheawhe, me te hoatu i te āwhina tētahi ki tētahi ina hiahiatia.

Ngā Putanga

Te whakawhanake i ngā aratohu mōhiohio tuihono mō ia rāngai — ngā kura, ngā pakihi, me ngā kaimahi rāngai tūmatanui.

Te whakahaere i te whā ki te ono awheawhe ia marama e arotahi ana ki ētahi rāngai tauwhāiti i ia marama.

Te whakatutuki i ngā tono āwhina tētahi i tētahi.

Ngā Hua

Ka kaha whakatinanatia te NZGOAL.

Ka whakawhanake ngā kura i ngā kaupapahere raihana tuwhera ki te tuku i ngā kaiako ki te tiritiri rauemi tētahi ki tētahi.

Ka whakamahi raraunga tuwhera ngā pakihi puta noa i Aotearoa mō te whakahou.

Ka whakawātea ngā pakihi i ā rātou raraunga kia tiritiria, ka mutu, ka piki haere te whakahoutanga.

Advocate

Promote copyright reform, open licensing, and the adoption of NZGOAL.

Open Access

Collaborate with national and international partners to develop and deliver resources and workshops to persuade and educate academics on the benefits of Open Access publishing.

Advocate to Aotearoa New Zealand-based research funders for Open Access policies as part of funding agreements.

CC in Schools

Advocate for the adoption of open licensing policies by school Boards of Trustees.

Copyright Reform

Serve as a core partner in efforts to keep copyright reform on the agenda in Aotearoa New Zealand.

Promote the adoption of an open and flexible copyright law.

Taunaki

Te whakatairanga i te whakahounga manatārua, ngā raihana tuwhera, me te whakamanatanga o te NZGOAL.

Te Urunga Tuwhera

Te mahi tahi me ngā hoa ā-motu, o tāwāhi hoki ki te whakawhanake me te whakapuaki rauemi me ngā awheawhe ki te whakawhere me te tohutohu i ngā pūkenga ki ngā painga o te whakaputa mā te Urunga Tuwhera.

Te tuku tonu taunaki ki ngā kaiwhakarato pūtea rangahau o Aotearoa mō ngā kaupapahere Urunga Tuwhera hei wāhi i ngā whakaaetanga tahua.

Ngā CC i roto i ngā kura

Te taunaki i te whakatutukinga o ngā kaupapahere raihana tuwhera e ngā Poari Kaitiaki o ngā kura.

Te Whakahounga Manatārua

Te mahi hei hoa matua mō te whakarite kia noho tonu te whakahou manatārua hei kaupapa matua i Aotearoa.

Te whakatairanga i te whakaūnga o te ture manatārua tuwhera me te hangore.

Advocate

Promote copyright reform, open licensing, and the adoption of NZGOAL.

Rationale

Many institutions and individuals across Aotearoa New Zealand aren't yet convinced that openness and sharing bring wide-ranging benefits. Persuading them through direct advocacy efforts will increase their willingness to openly license their content and to use others' content.

Assumptions

We can effectively convince people of the value of open licensing.

Once convinced of the value of open licensing individuals and institutions will take the next steps.

Resources

Staff time.
Funding to pay external partners to assist in resource development.

Travel funds.
Printing for physical handouts.
Web hosting.

Activities

Develop and market web-based resources, develop and conduct targeted campaigns for specific copyright-related policy goals, build and maintain relationships with organisations that have the power to enact open licensing policies.

Outputs

Develop and market web-based resources for academics on the value of Open Access publishing.

Conduct workshops and webinars on Open Access, including to Crown Research Institutes (CRIs).

Develop a copyright reform strategy and carry it out with partners.

Deliver open licensing workshops to school trustees at education conferences.

Outcomes

Academics feel confident publishing in Open Access journals.

CRIs and other government research funders adopt Open Access policies and support researchers in choosing Open Access journals.

Copyright reform is on the legislative agenda and specific reforms that support openness and sharing are understood by the public and policymakers.

School trustees adopt open licensing policies.

Taunaki

Te whakatairanga i te whakahounga manatārua, ngā raihana tuwhera, me te whakamanatanga o te NZGOAL.

Te Pūtake

Kāore anō te nuinga o ngā pūtahitanga me ngā tāngata huri noa i Aotearoa kia mōhio tūturu ko ngā painga whānui tonu ngā hua o te tuwheratanga me te tiritiri.

Mā te whakawhere i a rātou mā ngā mahi taunaki tika e whakakaha i tō rātou hiahia kia whakaraihana tuwheratia ā rātou ihirangi, me te whakamahi i ngā ihirangi a ētahi atu.

Ngā Taruna

Ka taea e mātou te whakarite kia mōhio tūturu ngā tāngata ki ngā painga o ngā raihana tuwhera.

Ina mōhio tūturu ngā tāngata me ngā pūtahitanga ki te uara o ngā raihana tuwhera ka whai rātou i te ara whakatinana.

Ngā Rawa

Te wā o ngā kaimahi.

Ngā tahua hei utu i ngā hoa o waho ki te āwhina i ngā mahi whakawhanake rauemi.

Ngā tahua tāpoi.

Te tā pepa tohatoha.

Te taurima paetukutuku.

Ngā Ngohe

Te whakawhanake me te hokohoko i ngā rauemi noho ipurangi, te whakawhanake me te whakahaere i ngā kaupapa whakawhāiti mō ētahi whāinga kaupapahere e pā ana ki te manatārua, te whakapakari me te tiaki hononga ki ngā whakahaere he mana tō rātou ki te whakature i ngā kaupapahere raihana tuwhera.

Ngā Putanga

Te whakawhanake me te hokohoko i ngā rauemi noho ipurangi mā ngā pūkenga mō te uara o te whakaputa tuhinga mā Te Urunga Tuwhera.

Te whakahaere awheawhe me ngā kauhaurangi pāhekoheko mō te Urunga Tuwhera, ki ngā Pūtahi Rangahau Karauna (CRI).

Te whakawhanake i te rautaki whakahou manatārua me te whakatinana mā te āwhina o ngā hoa.

Te whakahaere awheawhe mō ngā raihana tuwhera ki ngā kaitiaki kura i ngā hui mātauranga.

Ngā Hua

Ka māia haere ngā pūkenga ki te whakaputa tuhinga i ngā hautaka Urunga Tuwhera.

Ka whakatinana ngā Pūtahi Rangahau Karauna me ētahi kaiwhakawhiwhi pūtea o te kāwanatanga i ngā kaupapahere Urunga Tuwhera me te tautoko kairangahau mā te kōwhiri hautaka Urunga Tuwhera.

E noho ana te whakahounga o te manatārua i te rārangi take ā-ture, ā, e mārāma ana te iwi whānui me ngā kaituhi kaupapahere ki ngā whakahounga tauwhāiti ka tautoko i te tuwheratanga me te tiritiri.

Ka whakatinana ngā kaitiaki kura i ngā kaupapahere raihana tuwhera.

Engage

Grow the Commons and expand our movement.

On-ramps to Engagement

Work with CC HQ to provide CC Certification courses in Aotearoa New Zealand.

Create and promote a public events calendar of open licensing and copyright events.

Present and table at conferences.

Communications Strategy

Review and revise our communications strategy to ensure wider engagement and broader participation.

Develop and implement a strategy for post-workshop engagement.

Pacific Region Advocacy

Engage with Pacific region partners and the CC Global Network to develop and fund a plan of work to bring open licensing to the Pacific.

Whai wāhi

Te whakatipu i ngā Commons me te whakawhānui i tō mātou kaupapa.

Ngā Ara Whakarite i te Whai Wāhi

Te mahi me te tari matua o CC ki te whakarato i ngā akoranga Tiwhikete CC i Aotearoa.

Te hanga me te whakatairanga i te maramataka o ngā mahi tūmatanui e pā ana ki ngā raihana tuwhera me te manatārua.

Te whakapuaki whakaaturanga me te hoatu tūtohutanga i ngā hui.

Te Rautaki Whakawhitiwhiti Kōrero

Te arotake me te whakahou i tā mātou kaupapahere whakawhitiwhiti kōrero hei whakarite kia whānui ake, kia nui ake te whai wāhi mai.

Te whakawhanake me te whakatinana i tētahi rautaki mō ngā mahi whai wāhi ā muri i ngā awheawhe.

Te Taunaki i te Rohe o Te Moananui-a-Kiwa

Te whai wāhi ki ngā hoa o te rohe o Te Moananui-a-Kiwa me te Kōtuitui ā-Ao CC ki te whakawhanake me te tuku tahua ki tētahi mahere mahi ki te kawhe i ngā raihana tuwhera ki Te Moananui-a-Kiwa.

Engage

Grow the Commons and expand our movement.

Rationale

A flourishing Commons can only come from an active and engaged community.

Assumptions

We have an ongoing role to play in developing and coordinating the open licensing and free culture movement in Aotearoa New Zealand and the Pacific.

Resources

Staff time.
Web hosting.

Travel funds.
Web development funds.

Activities

Engage with our community through digital communications and at conferences, develop and maintain a community calendar of open licensing events, develop a post-workshop engagement plan, develop and deliver robust general training through CC Certification classes.

Outputs

Regular engagement through digital communications and at conferences.

The development and maintenance of a community calendar.

Customisation of CC Certification for Aotearoa New Zealand.

Translation of CC 4.0 licence into Pacific languages.

Development of educational material in Pacific languages.

Development of relationships needed to get open licensing on the agenda for the Pacific.

Outcomes

The open licensing community in Aotearoa New Zealand is an open and welcoming space for a range of creators and users.

Kiwi content is strongly represented in the global information and cultural Commons.

Kiwis who need in-depth training on open licensing and ongoing support have access to a community that can assist them.

Pacific governments adopt and use open licensing for their own content.

Pacific educators have access to openly licensed materials.

Whai wāhi

Te whakatipu i ngā Commons me te whakawhānui i tō mātou kaupapa.

Te Pūtake

Ka puāwai anake ngā Commons mēnā ka whakapau kaha, ka kaha whai wāhi te hapori.

Ngā Taruna

He mahi haere tonu tā mātou ki te whakawhanake me te ruruku i te kaupapa raihana tuwhera me te ahurea ihirangi koreutu i Aotearoa me Te Moananui-a-Kiwa.

Ngā Rawa

Te wā o ngā kaimahi.
Te taurima paetukutuku.

Ngā tahua tāpoi.
Ngā tahua whakawhanake rauemi tukutuku.

Ngā Ngohe

Te whai wāhi ki tō mātou hapori mā ngā whakawhitiwhitinga matihiko, i ngā hui anō hoki, te whakawhanake me te tautiaki i tētahi maramataka hapori i ngā mahi raihanatanga tuwhera, te whawakanake i te awheawhe whai ake.

Te hanga mahere whai wāhi, te whakawhanake me te whakapuaki i ngā whakangungu whānui pakari

Ngā Putanga

Te whai wāhi rite tonu mā ngā whakawhitiwhiti matihiko, i ngā hui anō hoki.

Te whakawhanake me te tautiaki i tētahi maramataka hapori.

Te whakarite ake i ngā Tiwhikete CC mō Aotearoa.

Te whakamāori i te raihana CC 4.0 ki ngā reo o Te Moananui-a-Kiwa.

Te whakawhanake i ngā rauemi mātauranga ki ngā reo o Te Moananui-a-Kiwa.

Te whakawhanake i ngā hononga e hiahiatia ana hei whakarite he mahi matua mō Te Moananui-a-Kiwa ngā raihana tuwhera.

Ngā Hua

He wāhi whakamiha te hapori raihana tuwhera o Aotearoa mō te whānuitanga o ngā kaihanganga me ngā kaiwhakamahi.

Ka āta kitea ngā ihirangi nō Aotearoa i ngā mōhiotio ā-ao me te ahurea ihirangi koreutu o ngā Commons.

Ka āhei ngā tāngata o Aotearoa e hiahia ana ki te whakangungu hōhonu mō te raihanatanga tuwhera me te tautoko haere tonu te whai wāhi ki te hapori ka āwhina i a rātou.

Ka whakamana, ka whakamahi ngā kāwanatanga i Te Moananui-a-Kiwa i ngā raihana tuwhera mō ā rātou anō ihirangi.

Ka urua e ngā kaiwhakaako i Te Moananui-a-Kiwa ngā rawa kua raihana tuwheratia.

Sustain

Preserve our strategic independence.

Become independent

Incorporate as an independent body.

Consult with our funders and partners on our governance model.

Develop a stable funding model

Develop a fundraising pipeline to ensure continuity of services.

Diversify our funding sources.

Maintain strategic alignment with potential funders.

Only do work for which we are funded.

Contribute to the CC Global Network and to the Global Movement

Maintain strategic alignment with CC HQ.

Participate in Platforms.

Send staff to Global Summit.

Actively liaise with CC HQ.

Taupua

Kia mau ki tō mātou rangatiratanga rautaki.

Te noho motuhake

Te huri i a mātou kia kaporeihana motuhake.

Te whakawhitiwhiti kōrero ki ō mātou kaituku tahua, hoa hoki mō tō mātou tauira kāwanatanga.

Te whakawhanake i te tauira tahua rōnaki

Te whakawhanake i te huarahi mahi moni ka whakarite i te haerenga tonutanga o ngā ratonga.

Te whakarerekē i ō mātou puna tahua.

Te whakapūmau i te hāngai rautaki ki ērā ka noho pea he kaituku tahua.

Te mahi i ngā mahi anake e whiwhi pūtai ai mātou.

Te whai wāhi ki te Kōtuituitanga ā-Ao CC me te Kaupapa ā-Ao

Te whakapūmau i te hāngai rautaki ki te tari matua CC.

Te whai wāhi ki ngā Pūhara.

Te tuku kaimahi ki te Hui ā-Ao.

Te kaha takawaenga ki te tari matua CC.



Preserve Our Strategic Independence

CCANZ has benefited from our host organisations, current and former. They have provided us with infrastructure and public credibility, and contributed to our current reputation and programmatic success. But these relationships also bring with them a range of limitations — operational limitations, limitations on our strategic directions, and limitations on our ability to be self-governing. Independence is a strategy that offers us the ability to transform ourselves so that we are more attractive to local and global funders, have full strategic ownership over our vision and mission, and can professionalise our operations so that we attract and retain top talent — all so that we can have the kind of impact we need to have to achieve our mission.

Beyond the limitations that come with hosting, our size has also made it hard for us build resilience. Small projects are sufficient for time-limited campaigns. But as our history shows over time their weaknesses overwhelm the benefits. As a small project we are particularly vulnerable to swings in our funding and to the loss of key staff. By scaling up as an independent organisation we can diversify our funding base and professionalise our governance and management. This will help us to become a more stable organisation, able to withstand challenges while still carrying out our mission.

The process of becoming an independent body does present risks, but given the risks that the organisation has already faced, it represents our best path to achieving our mission.



Kia Mau ki tō Mātou Rangatiratanga Rautaki

Kua whiwhi hua a CCANZ i ō mātou whakahaere taurima o nāianei, o mua hoki. Nā rātou i whakarato ki a matou te hanganga me te pono tūmatanui, i tāpiri hoki ki tō mātou ingoa me te angitu o tō mātou kaupapa. E mauria ana hoki e aua hononga te whānuitanga o ngā whāititanga — ngā whāititanga whakahaere, ngā whāititanga ki ō mātou ahunga rautaki me ngā whāititanga ki tō mātou kaha ki te kāwana i a mātou anō. He rautaki te motuhakenga tērā e tuku i a mātou ki te panoni i a mātou anō, me te aha, he māmā ake tā mātou kukume i ngā kaituku tahua o te whenua nei, nō tāwāhi hoki. Ka tuku hoki i a mātou kia mau ki te rangatiratanga o tō mātou wawata me te koromakinga, me te whakangaio i ā mātou mahi kia taea te kukume me te pupuri i ngā tāngata tino whai pūmanawa — kia puta ai te pāpātanga e hiahia ana ki te whakatutuki i tō mātou koromakinga.

I tua atu i ngā herenga e ahu mai ana i te taurimatia e tētahi atu whakahaere, nā tō mātou rahi anō i uaua ai te whakamārohirohi haere. He pai ngā kaupapa iti mō ngā whakamataaratanga e rāhuitia ai te wā. Engari pēnei e kitea ana i tō mātou hītori i te takanga o te wā ka patua ngā hua e ngā ngoikoretanga. Hei kaupapa iti e tino whakaraerae ana mātou ki ngā huringa ki ō mātou tahua me te wehenga atu o ngā kaimahi matua. Mā te whakarahi i a mātou hei whakahaere motuhake ka taea tō mātou papa tahua te whakawhānui me te whakangaio i tō mātou kāwanatanga me te whakahaere. Mā tēnei mātou e āwhina kia huri hei whakahaere rōnaki atu ka taea te ātete i ngā wero i a mātou e whakatutuki tonu ana i tō mātou koromakinga.

Ka mōrearea te huri hei whakahaere motuhake, engari ki te whakaarohia ngā mōrearea i pā kē ki te whakahaere, koia te ara tino pai rawa ki te whakatutuki i tō tātou koromakinga.

Contribute to the CC Global Network and to the Global Movement

Our strongest organisational asset is our relationship with CC HQ. Maintaining and strengthening this relationship is essential to our success in achieving our mission and running successful programmes. There are a range of steps we need to take to ensure that we are doing our part to develop this relationship.

Maintain strategic alignment with CC HQ.

Staying in step with CC HQ starts by maintaining alignment between their strategic goals and ours. This doesn't mean that we can't identify and focus on local priorities, but we should do so in a way that recognises and respects the priorities laid out by CC HQ and the rest of the Global Network. We want to be an innovative part of the Global Network, but not a part that pulls it away from the identified global strategy and focus.

Contribute to governance.

CC HQ has developed a forum to ensure that our voices are heard and that we have a real say in directing the Global Network's efforts. Committing ourselves to participating in that forum as a productive, high-contributing member is one of the ways that we can help CC HQ realise its vision, while also ensuring that our local needs and priorities are represented at the global level. This requires staff time and possibly travel funding, but the benefits should be quickly realised.

Participate in Platforms.

The Global Network is organising its work into Platforms. By actively participating and contributing to these Platforms we can collaborate with our colleagues overseas, strengthen the Global Network, and contribute to the success of the vision laid out by CC HQ. Platforms are the primary mechanism that CC HQ is planning to use to unlock global funding, so staying active and engaged will help us to understand what is getting funded and how we can position ourselves to benefit from this funding.

Protect the brand.

The strength of Creative Commons is in the licences and the brand that stands behind them. Both locally and at the global level we need always to protect our reputation for reliability and integrity. We should work to make sure that our programmes and operational practices always enhance this reputation and never detract from it.

Send staff to Global Summit.

Sending staff to the Global Summit is expensive. Committing to budgeting for this expense is important to our ability to achieve the other goals laid out in this section. Face-to-face interactions deepen and strengthen our relationships with our colleagues from around the world and CC HQ staff. It's worth the investment.

Actively liaise with CC HQ.

Staying in regular contact with CC HQ by having regular check-ins with CC HQ staff will help us to stay on track, in sync, and ensure that our voice is heard when we need it to be heard. Continually developing our relationships with CC HQ staff will put us in a strong position when we need to ask for their support or when we need to negotiate to ensure that our needs are being met.

Te whai wāhi ki te Kōtuitui ā-Ao CC me te Kaupapa ā-Ao¹⁷

Ko tō mātou tino rawa hei whakahaere ko te hononga i te tari matua CC. He waiwai te tiaki me te whakapakari i tēnei hononga ki tō mātou angitu whakatutuki i tō mātou koromakinga me te whakahaere i ngā hōtaka angitu. Arā te whānuitanga o ngā mahi me mahi ki te whakarite kia tika ai tā mātou whakatipu i taua hononga.

Te whakapūmau i te hāngai rautaki ki te tari matua CC.

Ka tīmata te noho hāngai ki te tari matua CC mā te whakahāngai i ā mātou whāinga rautaki ki ā rātou whāinga rautaki. Ehara i te mea kāore e taea e mātou te tautuhi me te aro i ngā mahi tōmua paetata, engari kē me whakatutuki i aua mahi tōmua paetata mā te āhua e tautohu ai, e whakaute ai i ngā mahi tōmua i whakatakotoria e te tari matua CC me ērā atu o te Kōtuitui ā-Ao. Ko tō mātou hiahia me mahi mātou hei wāhanga o te Kōtuitui ā-Ao, kua he wāhanga e tangongi atu i te rautaki me te arotahi ā-ao kua tatū kē.

Te whai wāhi ki te mahi kāwanatanga.

Kua whakawhanakehia e te tari matua CC he wānanga e rangona ai ō mātou reo, ā, e mana ai hoki ō mātou reo ki te whakahaere i ngā mahi a te Kōtuitui ā-Ao. Ko te here i a mātou anō ki te whai wāhi ki taua wānanga hei mema tino whakaputa hua tētahi āhua e āwhina ai i te tari matua CC ki te whakaututuki i tōna wawata, me te whakarite anō hoki kia arohia ō tātou hiahia paetata, mahi tōmua paetata hoki. Ka hiahia e tēnā ngā mahi a te kaimahi me te tahua tāpoi pea, engari ka tere puta he hua.

Te whai wāhi ki ngā Pūhara.

E whakahaere ā-Pūhara ana te Kōtuitui ā-Ao i āna mahi. Mā te kaha whai wāhi ki ēnei Pūhara ka taea te mahi tahi me ō mātou hoa i tāwāhi, te whakapakari i te Kōtuitui ā-Ao, me te whai wāhi ki te tutukinga o te wawata he mea whakatakoto e te tari matua CC. Ko aua pūhara te ara matua e whakaarohia ana kia whakamahia e te tari matua CC ki te whakawātea i ngā tahua aowhānui, nā reira mā te noho mataara me tā mātou whai wāhi tonu e mārāma ai mātou ki ngā mea e whiwhi tahua ana, me pēhea hoki e whiwhi hua ai mātou i aua tahua.

Te pare i te waitohu.

E ahu mai ana te kaha o ngā Creative Commons i ngā raihana anō me te waitohu o taua whakahaere. Me tiaki i te whaitake me te pono o tō mātou ingoa i te kāinga, i tāwāhi hoki i ngā wā katoa. Me whakarite kia whakapakari ā mātou kaupapa, ritenga whakahaere hoki, i taua ingoa i ngā wā katoa, me te kore e whakaīti.

Te tuku kaimahi ki te Hui ā-Ao.

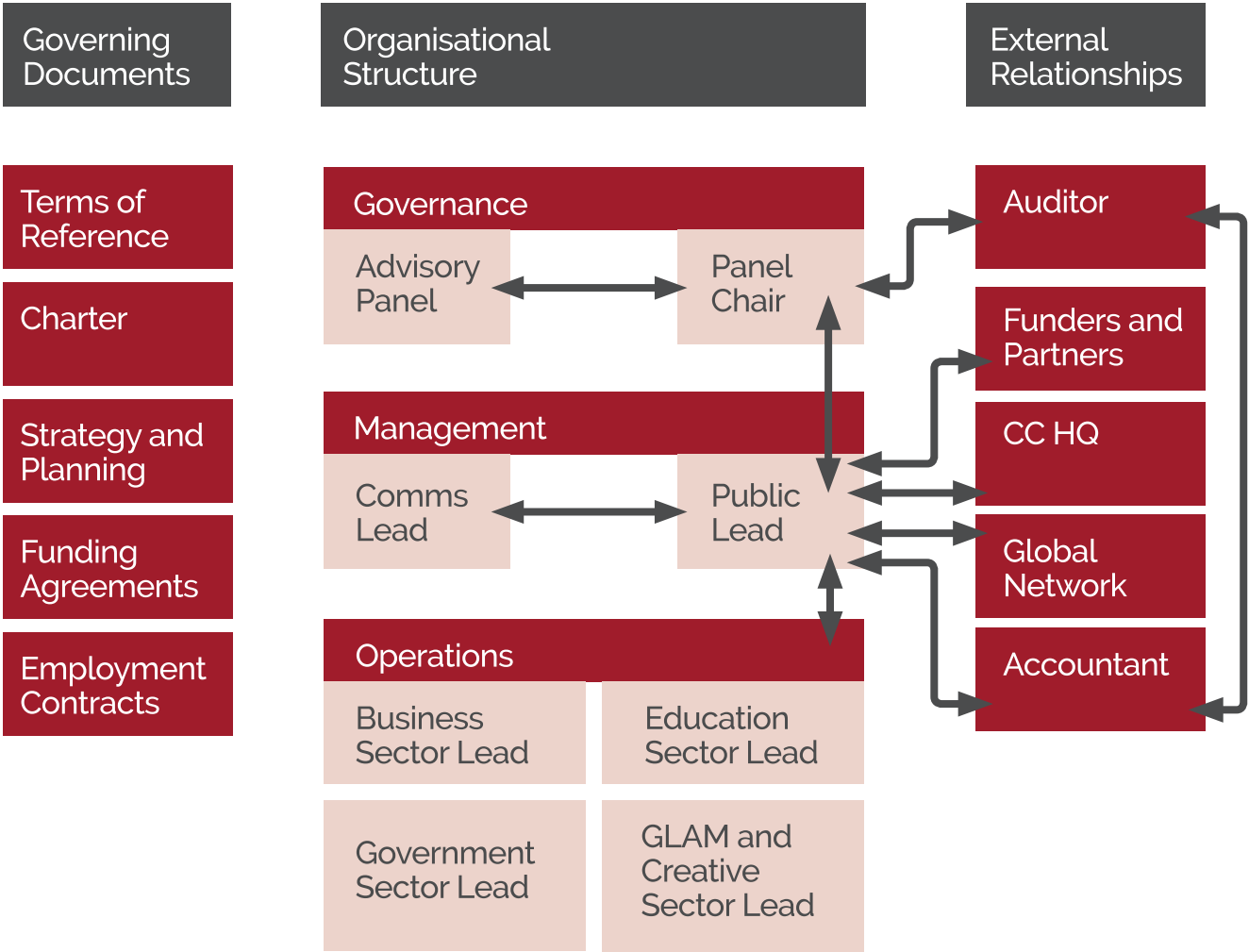
He nui te utu o te tuku kaimahi ki te Hui ā-Ao. He mea hira tō mātou ū ki te tāpui pūtea mō aua utu ki tō mātou kaha whakatutuki i ērā atu whāinga i tuhia nei ki tēnei wāhanga. Ka whakakaha, ka whakahōhonu ngā tauwhitiwhitinga kanohi ki te kanohi i ō mātou hononga ki ō mātou hoamahi huri noa i te ao me ngā kaimahi o te tari matua CC. Ka puta mai he painga i taua haumitanga.

Te kaha takawaenga ki te tari matua CC.

Mā te whakapā auau ki te tari matua CC e āwhinatia ai mātou kia kua e kotiti, ki te noho tukutahi tonu, me te whakarite kia rangona tō mātou reo ina hiahia kia pērā. Mā te whakapakari tonu i ō mātou hononga ki ngā kaimahi o te tari matua CC e kaha ai tō mātou tūranga ina tonu i tō rātou tautoko mai, ina hiahia rānei ki te whakawhitiwhiti kōrero hei whakarite kia tutuki ō mātou hiahia.

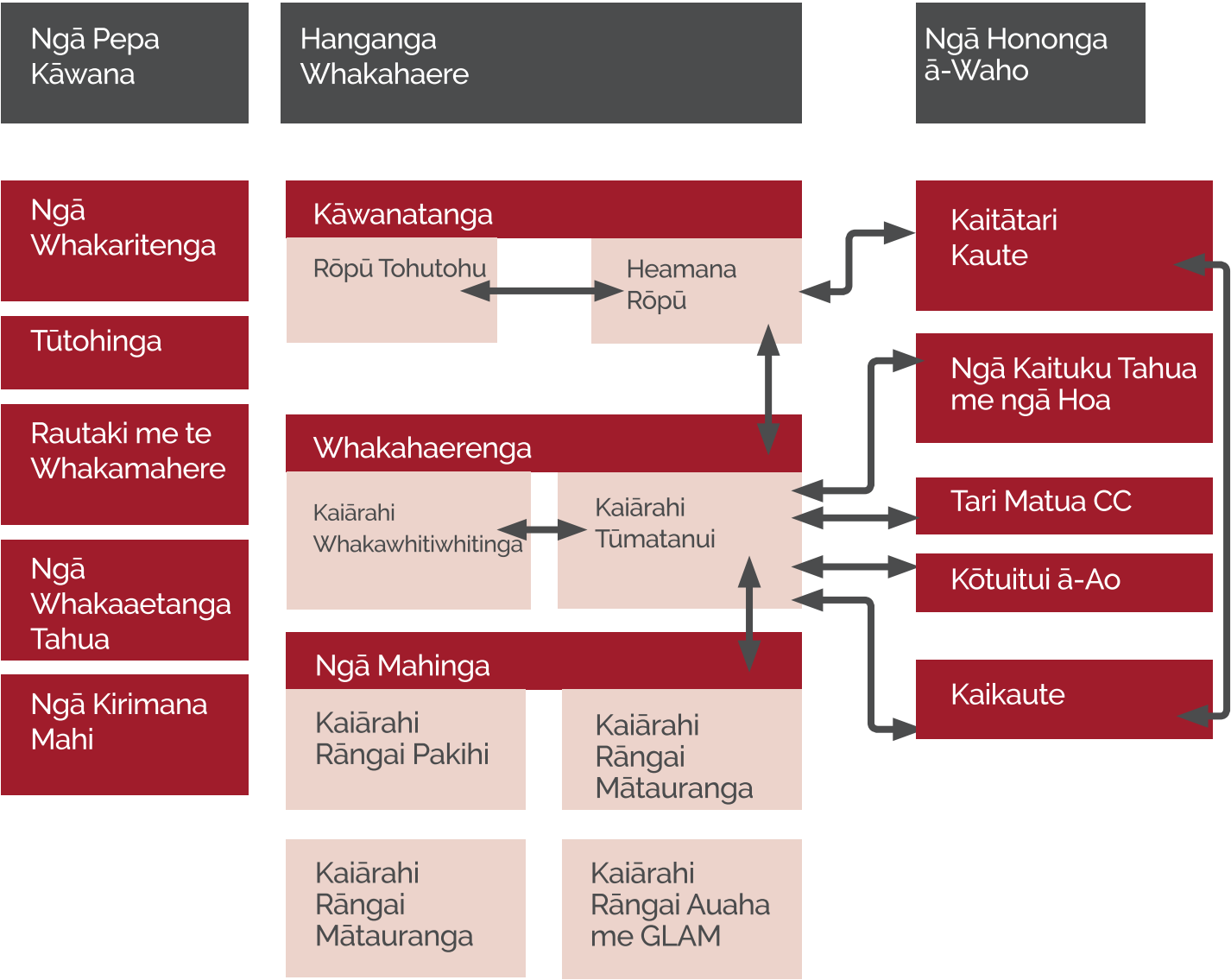
Organising Ourselves

CCANZ is a small organisation, but not so small that we should avoid formalising our structure. This proposed structure contributes to our long-term stability and attractiveness to funders while also strengthening our ability to weather dynamic funding environments. Under this structure, our current Panel would take on a stronger role in governance and the Public Lead would continue to serve as the Executive Director. On the operational level, it brings in people with sector-based experience and relationships who can develop and deliver high-quality workshops, excellent resources, and contribute to effective sector-based advocacy.



Te Whakahaere i a Mātou Anō

He whakahaere iti a CCANZ, engari kia kua taua iti nei e aukati i te whakanahanaha i tō mātou hanganga. Ka āwhina te hanganga e marohitia nei i tō mātou rōnaki mauroa me te kukume i ngā kaituku tahua, ā, i tua atu ka whakakaha i tō mātou kaha hei waewae kai pakiaka i ngā wā piki me te heke o ngā tahua. I raro i tēnei hanganga, ka kaha ake te tūranga o tō mātou Rōpū o nāianei i ngā mahi kāwanatanga, ā, ka mahi tonu te Kaiārahi Tūmatanui hei Tumu Whakahaere. I te taumata whakahaere e mauria mai ana ngā tāngata whai wheako me ngā hononga i te rāngai e āhei ana te whakawhanake me te whakapuaki i ngā awheawhe kounga teitei, ngā rauemi rawe, me te whai wāhi ki ngā mahi taunaki i te rāngai.



Recognising Success

Effective non-profit organisations engage in regular organisational, programme, and staff assessments. Assessment isn't a luxury — it's a key part of determining whether and to what extent what we are doing is creating the kind of change we want. It can also guide future programme development and help us to use our resources wisely. Assessing our organisational effectiveness begins by keeping the focus on our mission and our strategic goals. By developing a clear mission statement and defining our vision, we've laid the basis for assessment — we've defined what success looks like at the big-picture level. But that's only a start to building a programme that we, our funders, and our community can trust and take pride in.

Assessment can be hard to do well. It can feel threatening and it's easy to get bogged down in selecting metrics, gathering data, and assembling reports. The point of assessment is to provide information for critical thinking. An effective assessment programme should minimise the focus on metrics for metrics' sake and emphasise analysis of data and information.

Assessment isn't about judgement — it's about learning from our work and using that learning to improve our programmes and projects.

Fortunately, there are effective free tools available to help us in the process of defining metrics and developing a robust system of assessment for our work. I recommend that we use two tools in particular to begin our assessment programme. The first is an organisational-level self-assessment tool called the Organisational Capacity Assessment Tool . Developed by McKinsey and Company, it is a comprehensive survey designed to give non-profits a good understanding of their strengths and weakness. It offers actionable information that can be used to help guide us as we grow and develop as an organisation.

The second tool is also a McKinsey product: the Learning Driven Assessment Workbook . This tool focuses on specific programmes and helps us to determine measurable and useful metrics as we develop our programme and project plans. I recommend that we use this tool as part of our planning process for each of our projects and programmes. By designing an assessment process for each project, we can be sure that we are gathering the right metrics and that we are thinking seriously about our goals for each activity we undertake.

Te Āhukahuka i te Angitu

Ko tā ngā whakahaere kore arumoni tōtika hei whai wāhi ki ngā aromatawai rite tonu o te whakahaere, te hōtaka me ngā kaimahi. Ehara te aromatawai i te mahi hāneanea — he wāhi matua kē o te whakatau mēnā ka whakaputahia e ā mātou mahi te kaha me te momo o ngā panoni e hiahia ana mātou. Ka taea anō hoki te arataki i te whakamahere hōtaka ki anamata me te āwhina ki te whakamahi rauemi i runga i te mōhio. Ka tīmata te aromatawai i tō mātou tōtika hei whakahaere mā te arotahi tonu ki tō mātou koromakinga me ō mātou whāinga rautaki. Mā te whakawhanake i te koromakinga mārama me te tautuhi i tō mātou wawata, kua takoto te papa mō te aromatawai — kua tohua te āhua o te angitu i te tirohanga whānui. Engari koia te tīmatanga noa iho o te hanga i te hōtaka e manawa whakahī ai mātou, ō mātou kaituku tahua, me tō mātou hapori.

He uaua pea te whakarite kia mahi paitia te aromatawai. He whakatumatuma pea ki ētahi, ā, ka māmā te rarua e ngā mahi tīpako inenga, kohikohi raraunga, me te whakahiato pūrongo. Ko te whāinga o te aromatawai he whakarato mōhiohio mō te whakaaroaro arowhāiti. Ko te tikanga me whakaiti te hōtaka aromatawai tōtika i te aro ki ngā inenga mō te take ine noa iho, me te kaha aro kē ki te tātari raraunga me ngā mōhiohio.

Ehara te whakawāwā i te pūtake o te aromatawai - mō te ako kē māi i ā mātou mahi me te whakamahi i taua akoranga ki te whakapai ake i ō mātou hōtaka me ō mātou kaupapa.

Maringanui, e wātea ana he utauta koreutu hei āwhina mai ki te tautuhi inenga me te whakawhanake i te pūnaha pakari mō te aromatawai i ā mātou mahi. Ko tāku e tūtohu nei, me whakamahi ētahi utauta e rua hei tīmata i tā mātou hōtaka aromatawai. Ko te mea tuatahi he utautu aromatawai whaiaro mā ngā whakahaere e kīia ana ko te Organisational Capacity Assessment Tool. He mea whakawhanake e te Kumupene McKinsey, ā, he rangahau matawhānui kua hoahoatia kia mārama ngā whakahaere kore arumoni ki ō rātou kaha, ngoikore anō hoki. Ka whakarato mōhiohio ka taea te whakatinana, ka taea hoki te whakamahi hei ārahi i a mātou i tō mātou whanaketanga hei whakahaere.

He hua anō hoki nā McKinsey te mea tuarua: te Learning Driven Assessment Workbook. E aro ana tēnei utauta ki ngā kaupapa whāiti me te āwhina mai ki te whiriwhiri i ngā inenga whaitake, ka taea hoki te ine, i a mātou e whakawhanake ana i tō mātou hōtaka me ā mātou mahere kaupapa. Kei te tūtohu au kia whakamahi taua utauta hei wāhanga o tō mātou tukanga whakamahere mō tēnā, mō tēnā o ā mātou kaupapa, hōtaka anō hoki. Mā te hoahoa i te tukanga aromatawai mō ia kaupapa, ka mōhio mātou e kohikohia ana ngā momo inenga tika, ā, e āta whakaaroaro ana mātou ki ngā whāinga mō tēnā, mō tēnā mahi e mahia nei e mātou.



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